



UNIVERSITY
of VIRGINIA

UNIVERSITY COMMUNICATIONS ANALYTICS

SEPTEMBER 2017

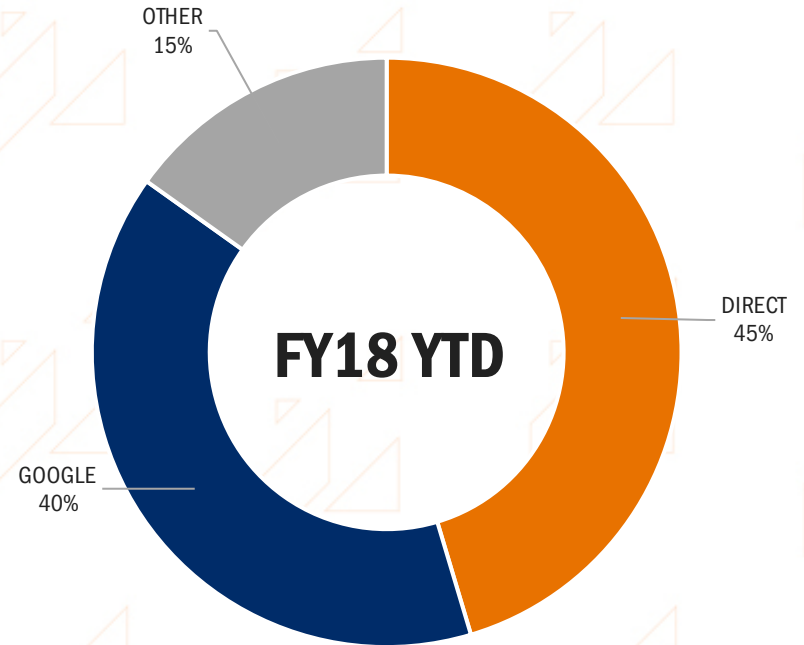
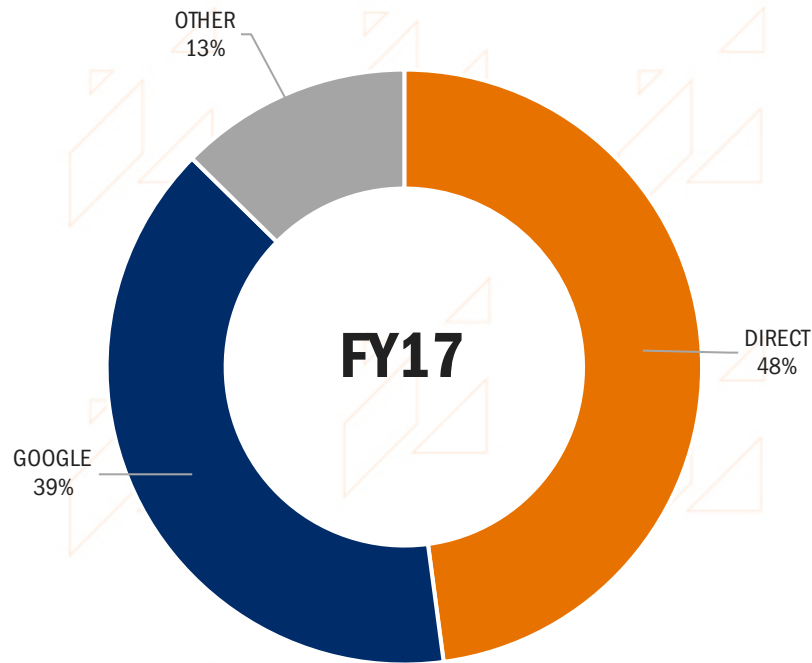




VIRGINIA.EDU

TOP TRAFFIC SOURCES

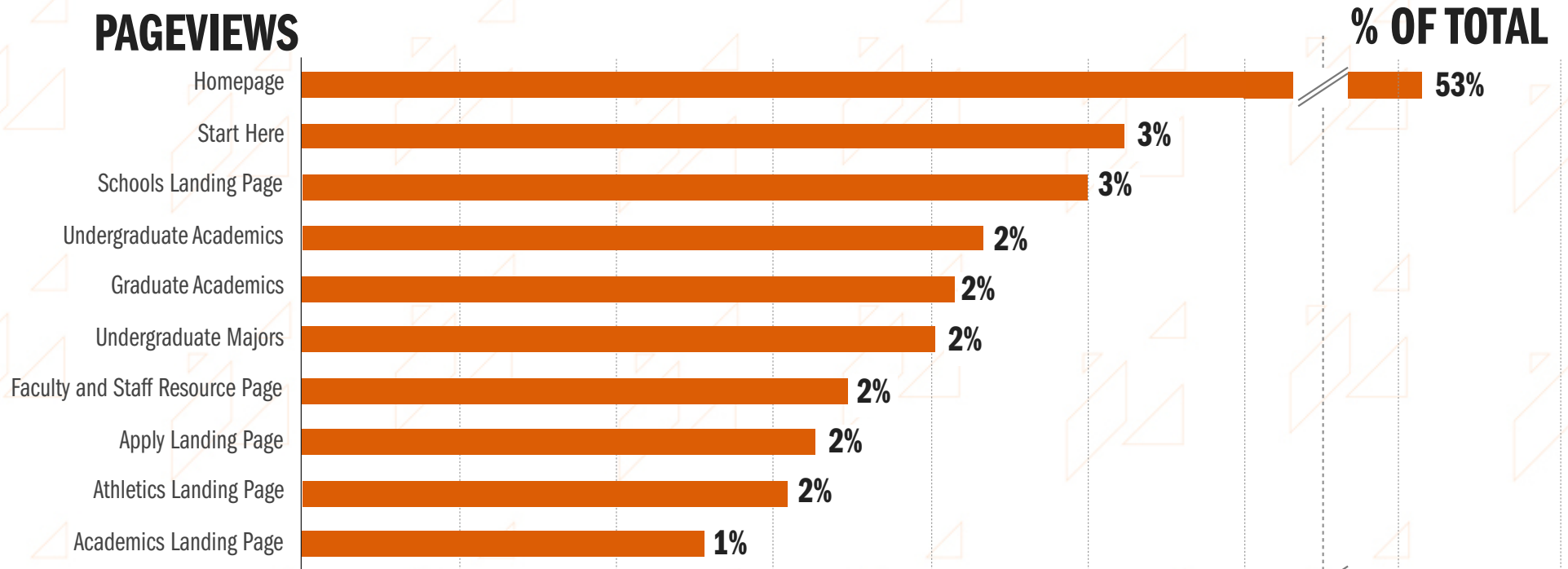
**Direct and Google traffic consistently drive the majority of traffic to virginia.edu.
In FY18 YTD, Google and Direct traffic accounted for 85% of all site pageviews.**



SOURCE: Google Analytics

TOP PAGES VISITED

The homepage is the most visited page within virginia.edu, which accounted for 53% of all pageviews in September.



SOURCE: Google Analytics



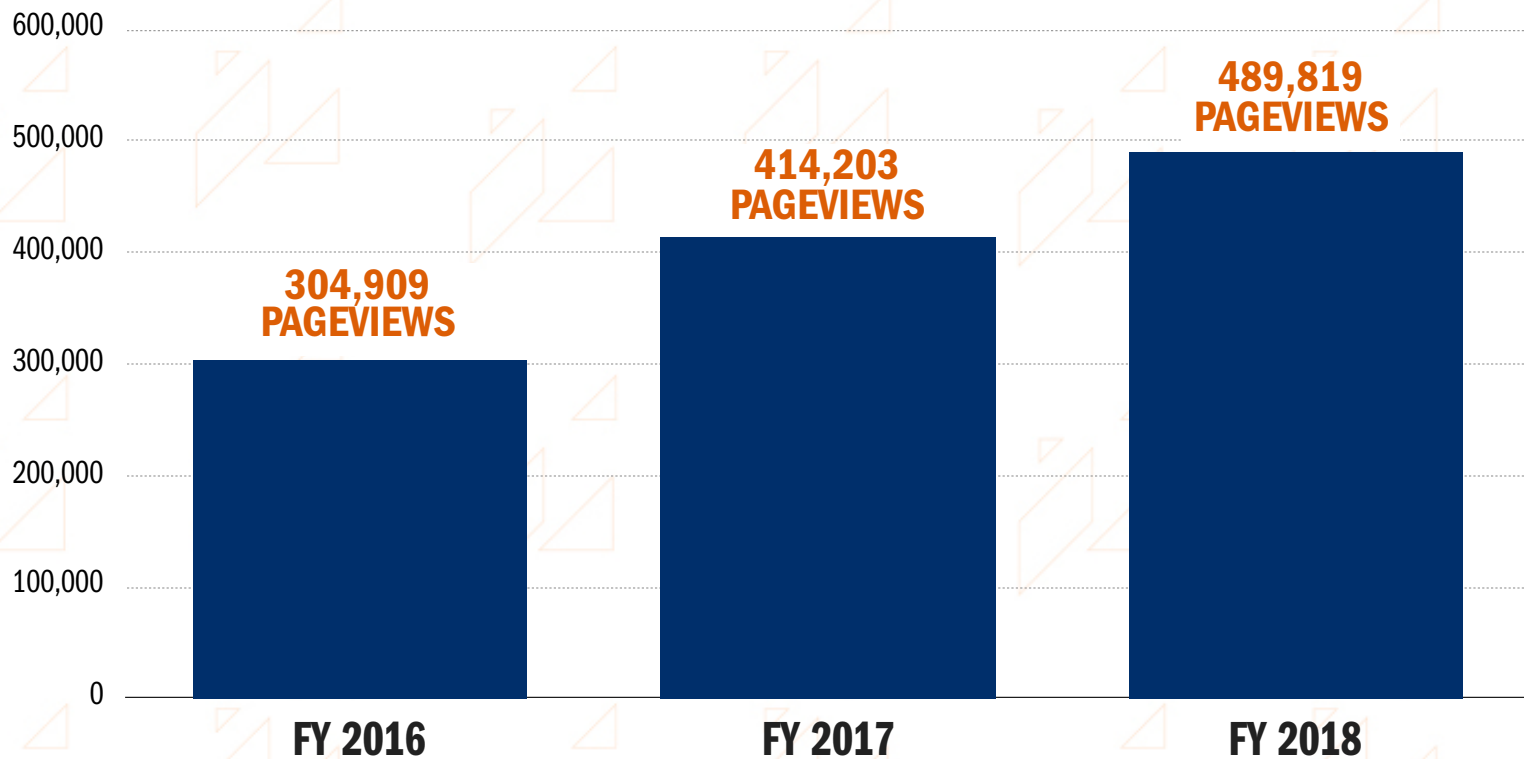
UVA TODAY



UVA TODAY SITE PERFORMANCE

Average monthly pageviews continue to increase year over year.

AVERAGE PAGEVIEWS PER MONTH

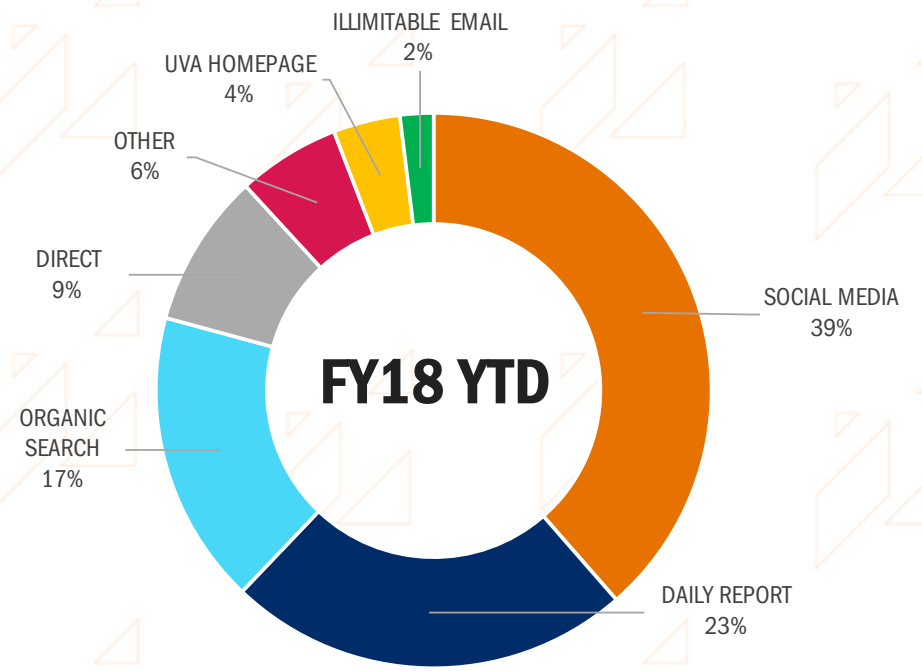
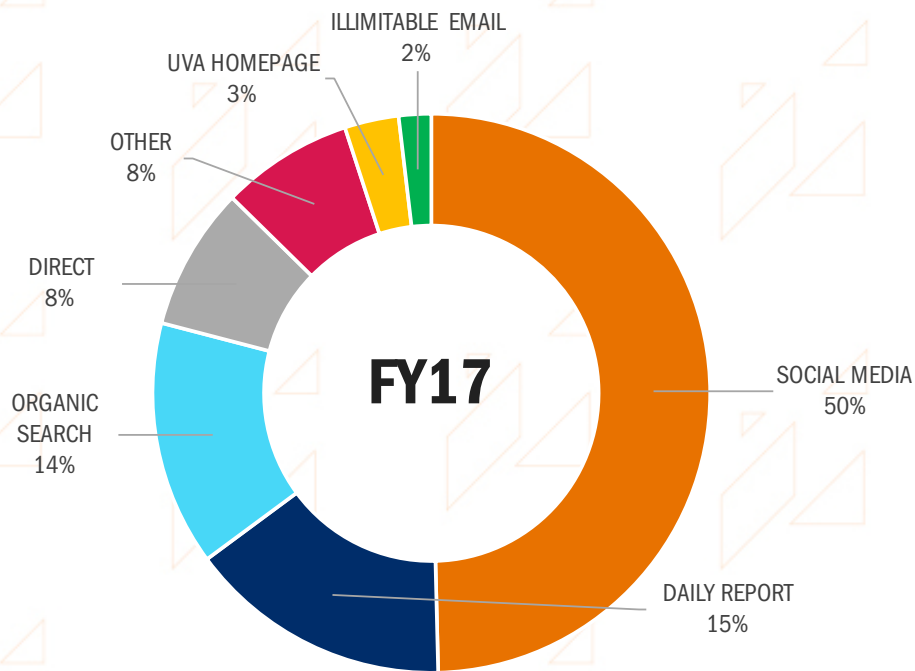


*Average pageviews excludes views of UVA Today content off-site on platforms such as Facebook Instant Articles and Apple News.

SOURCE: Google Analytics

UVA TODAY TRAFFIC

In FY18 to date, social media and the Daily Report continue to drive the most traffic to UVA Today.



SOURCE: Google Analytics

STORY PERFORMANCE THIS MONTH

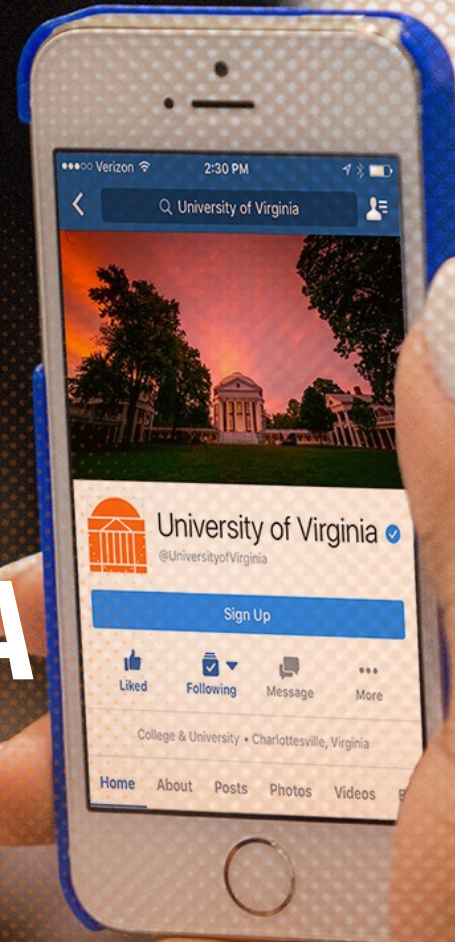
In September 2017, University Communications published and promoted 81 stories.

TOP STORIES SEPTEMBER 2017

STORY TITLE	BYLINE	PAGEVIEWS
1. DAVE MATTHEWS BAND, PHARRELL, JUSTIN TIMBERLAKE, ARIANA GRANDE HIGHLIGHT SEPT. 24 'CONCERT FOR CHARLOTTESVILLE' AT SCOTT STADIUM	McGregor McCance	86,937
2. BOARD OF VISITORS SELECTS JAMES E. RYAN AS UNIVERSITY OF VIRGINIA'S NEXT PRESIDENT	McGregor McCance	32,671
3. A LEADER TO START OUR THIRD CENTURY		27,856
4. HIT SONGS AND SURPRISE GUESTS THRILL CROWD IN POWERFUL CONCERT FOR CHARLOTTESVILLE	Caroline Newman	27,518
5. IMPORTANT PARKING AND SECURITY INFORMATION FOR THE 'CONCERT FOR CHARLOTTESVILLE'	Caroline Newman	25,812
6. TICKETING, LIVE STREAM UPDATES FOR SUNDAY'S 'CONCERT FOR CHARLOTTESVILLE'	Caroline Newman	24,574
7. U.S. NEWS LISTS UVA AMONG TOP THREE PUBLIC UNIVERSITIES FOR 27TH STRAIGHT YEAR	Dan Heuchert	20,427
8. PRESIDENT-ELECT RYAN'S SECRET FORMULA FOR HAPPINESS IN LIFE ... WAIT, WHAT?	McGregor McCance	15,781
9. JAMES RYAN REINTRODUCES HIMSELF TO THE UNIVERSITY COMMUNITY		11,285
10. 10 THINGS TO KNOW ABOUT UVA'S OCT. 6 BICENTENNIAL LAUNCH CELEBRATION	Caroline Newman	10,815
11. AMID THE DEVASTATION OF HURRICANE HARVEY, A MIRACLE DELIVERY FOR UVA PARENTS	Caroline Newman	9,705
12. PRESIDENT-ELECT RYAN TALKS LIFE, LEADERSHIP, DIVERSITY, SERVICE AND FAMILY	McGregor McCance	8,273
13. Q&A: HEAR FROM THE CEO OF AMERICA'S HOTTEST COOLER COMPANY	Caroline Newman	5,973
14. UVA PET CONTEST WINNERS: DONUT THE DOG TAKES THE CAKE	Katie McNally	5,288
15. THE CASE FOR FULL COEDUCATION AT UVA TURNED ON A LATE-NIGHT PHONE CALL	Jane Kelly	5,090
16. CHRIS HOLSTEGE'S POISONOUS CAREER CHOICES	McGregor McCance	4,959
17. SULLIVAN STRESSES SAFETY, URGES FOCUS ON DEFENDING VALUES, ADDRESSES 1921 KKK PLEDGE		4,720
18. DORM LIFE: INSIDE THE EARLY, UNCERTAIN DAYS OF THE TRANSITION TO UVA LIFE	Jane Kelly; Sanjay Suchak	4,661
19. BOARD APPROVES NEW PROFESSORSHIP IN HONOR OF REVERED ECONOMICS PROFESSOR	Lorenzo Perez	4,277
20. RECTOR ADDRESSES UNIVERSITY'S HISTORY AND ITS PLACE IN CURRENT EVENTS		3,733

SOURCES: Google Analytics, Facebook Insights, Apple News

SOCIAL MEDIA

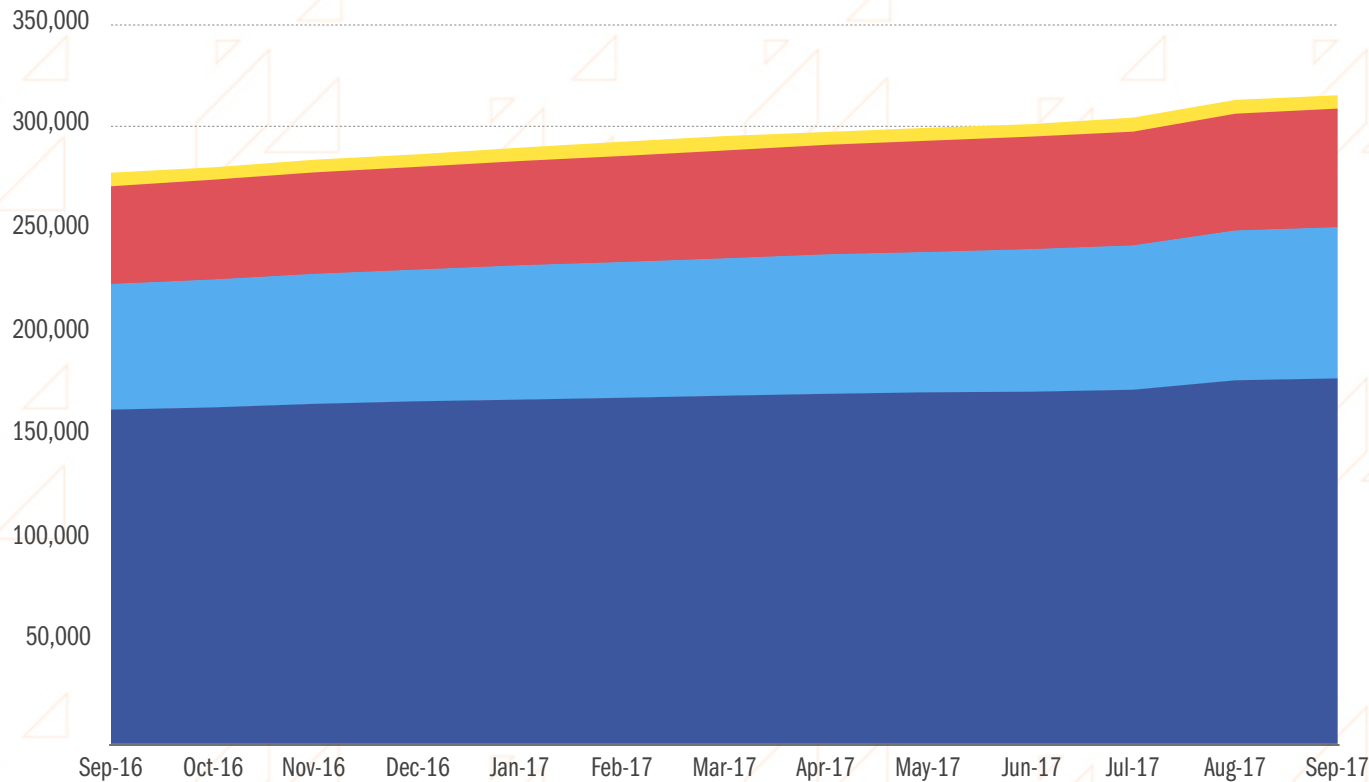


SOCIAL MEDIA FOLLOWERS

**As of September 2017, UVA has more than 315,000 followers on social media.
Total followers on social media has increased by 14% compared to last year.**

SOCIAL MEDIA FOLLOWERS

- *SNAPCHAT
- INSTAGRAM
- TWITTER
- FACEBOOK



% CHANGE SINCE 2016

- 2%
- +21%
- +20%
- +9%

*Snapchat followers are estimated by dividing average starting views by 66%, the percentage of users who check Snapchat on a regular basis. This calculation roughly accounts for followers who did not see the post because they were not logged in to Snapchat at the time of the post.

MOST ENGAGING POSTS

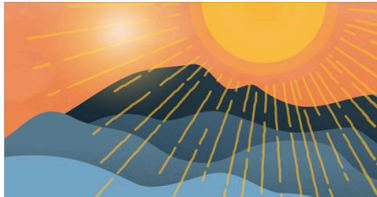


Most Engagements

University of Virginia
September 6 · 🌐

The free event featuring Dave Matthews Band, Pharrell Williams, Justin Timberlake, Ariana Grande and others offers an opportunity for the Charlottesville and UVA communities to gather for an expression of music, love and equality.

Tickets will be allocated initially to residents of the greater Charlottesville area, and also to UVA students, faculty and staff. An online ticket request period is currently underway at www.concertforcharlottesville.com and will end on Monday, Sept. 11, at noon. Students, make sure to use your UVA email address when requesting tickets. A limited number of tickets will also be available at a walk-up, no-service-charge box office at John Paul Jones Arena on Friday, Sept. 15, at 10 a.m.



Dave Matthews Band, Pharrell, Justin Timberlake, Ariana Grande Highlight Free 'Concert for Charlottesville' at Scott Stadium

NEWS.VIRGINIA.EDU

👍 Like 💬 Comment ➦ Share

👤 Patrick McGettigan, Erik Duda and 6.5K others Chronological ▾


1,648 Shares 374 Comments

11,818 LIKES
1,709 SHARES
1,328 COMMENTS

Highest Engagement Rate

University of Virginia added 6 new photos — with Anna Hua
at 📍 Scott Stadium.
September 24 at 8:27pm · 🌐

Dave Matthews Band hosted A Concert for Charlottesville - An Evening of Music and Unity at Scott Stadium.



👍 Like 💬 Comment ➦ Share

👤 Jane Kelly, David Martel and 2.5K others Chronological ▾

138 Shares 33 Comments

16% ENGAGEMENT RATE

MOST ENGAGING POSTS



A CONCERT FOR CHARLOTTESVILLE
AN EVENING OF MUSIC AND UNITY

SEPTEMBER 24, 2017
UVA SCOTT STADIUM | CHARLOTTESVILLE, VA | GATES AT: 3:30 PM

DAVE MATTHEWS BAND · PHARRELL WILLIAMS · JUSTIN TIMBERLAKE
CHRIS STAPLETON · ARIANA GRANDE · THE ROOTS
BRITTANY HOWARD · CAGE THE ELEPHANT · SPECIAL GUESTS

TICKETS FOR THIS EVENT ARE FREE
CONCERTFORCHARLOTTESVILLE.COM

#CONCERT4CVILLE
A UVA FOUNDATION CHARITABLE PROJECT. UNIVERSITY OF VIRGINIA PRODUCTION

uva Follow

uva The free event featuring Dave Matthews Band, Pharrell, Justin Timberlake, Ariana Grande and others offers an opportunity for the Charlottesville and UVA communities to gather for an expression of music, love and equality. Tickets will be allocated initially to residents of the greater Charlottesville area, and also to UVA students, faculty and staff. An online ticket request period is currently underway at www.concertforcharlottesville.com and will end on Monday, Sept. 11, at noon. Students, make sure to use your UVA email address when requesting tickets. A limited number of tickets will also be available at a walk-up, no-service-charge box office at John Paul Jones Arena on Friday, Sept. 15, at 10 a.m.

6,972 likes
SEPTEMBER 6

Log in to like or comment. ...

13% ENGAGEMENT RATE

6,969 LIKES

148 COMMENTS



UVA Following

@UVA

Today on Grounds we remember the Sept. 11, 2001, terrorist attacks.

1:34 PM - 11 Sep 2017

78 Retweets 286 Likes

2 78 286

8% ENGAGEMENT RATE

285 LIKES

78 RETWEETS

2 REPLIES

1,157 MEDIA VIEWS



VIDEO CONSUMPTION

PERFORMANCE OF VIDEOS PRODUCED THIS QUARTER

Videos produced in Q1 earned **more than 340,000 views** for the 8 videos produced.



104,805 VIEWS

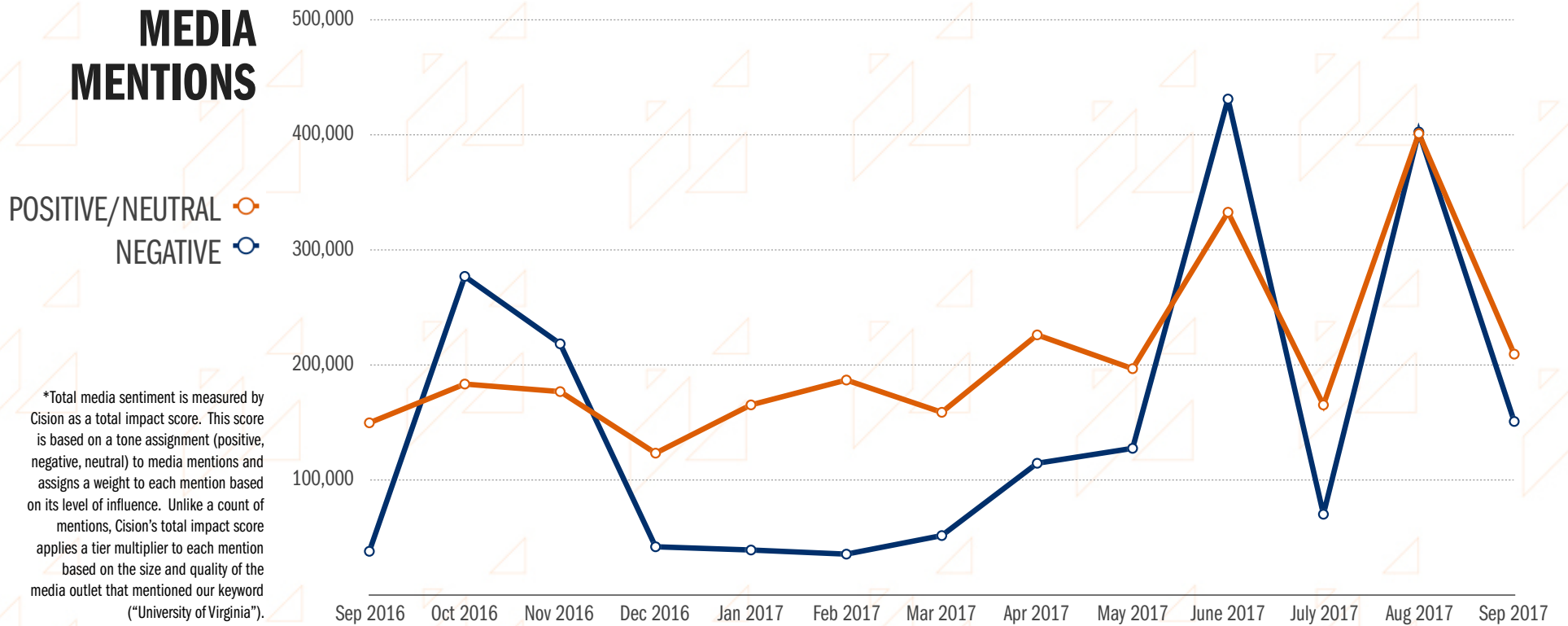
VIDEO TITLE	PRODUCER	TOTAL
1. Getting to Know President Elect James E. Ryan	Erik Duda	104,805
2. Convocation song	Vinny Varsalona	61,993
3. New Midshipman	Erik Duda	52,737
4. Allen Lynch football kicker	Mitch Powers	33,391
5. Move-in 2017: Kurien and Elza	Vinny Varsalona	27,396
6. Move-in 2017: Briana Jacobs	Erik Duda	24,659
7. Move-in 2017: Preston Newland	Mitch Powers	18,637
8. Preserving Life on a Sand Bar	Vinny Varsalona	17,557
TOTAL		341,175

The image features a stack of aged, yellowed newspapers with a visible halftone dot pattern. On the left side, there is a dark blue triangular graphic containing a white sunburst or radiating line pattern. The text 'MEDIA SENTIMENT' is centered in white, bold, uppercase letters over the newspaper stack.

MEDIA SENTIMENT

TOTAL MEDIA SENTIMENT BY TONE

Positive/neutral mentions are consistently greater than negative mentions around major media events.



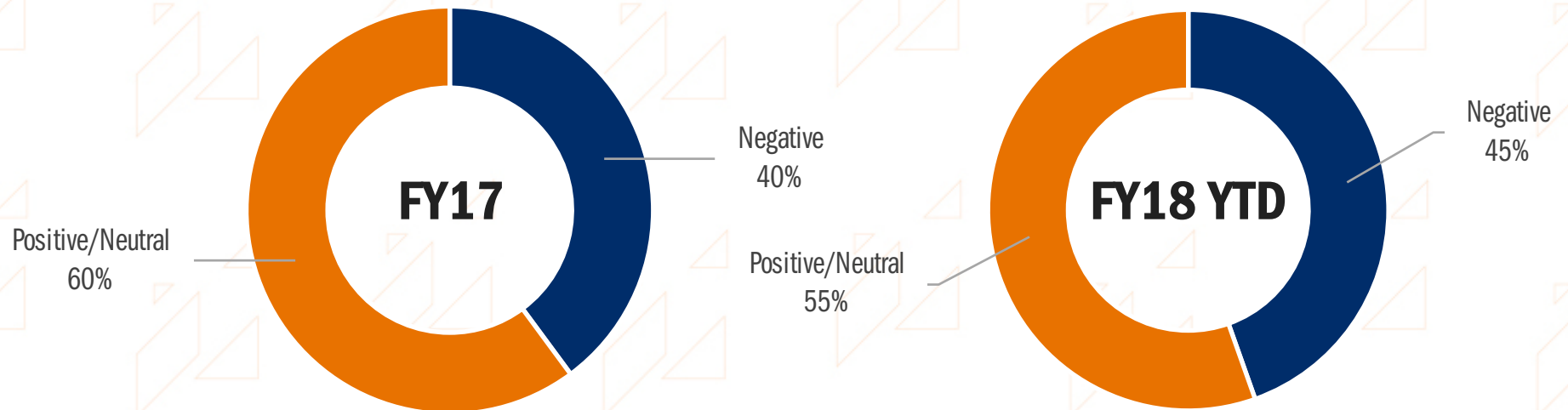
*Total media sentiment is measured by Cision as a total impact score. This score is based on a tone assignment (positive, negative, neutral) to media mentions and assigns a weight to each mention based on its level of influence. Unlike a count of mentions, Cision's total impact score applies a tier multiplier to each mention based on the size and quality of the media outlet that mentioned our keyword ("University of Virginia").

Source: Cision media monitoring service.

MEDIA SENTIMENT YEAR OVER YEAR

In both FY17 and FY18 YTD, positive/neutral mentions have exceeded negative mentions.

BREAKDOWN OF MEDIA SENTIMENT



*Total media sentiment is measured by Cision as a total impact score. This score is based on a tone assignment (positive, negative, neutral) to media mentions and assigns a weight to each mention based on its level of influence. Unlike a count of mentions, Cision's total impact score applies a tier multiplier to each mention based on the size and quality of the media outlet that mentioned our keyword ("University of Virginia"). Mentions in larger, more prestigious outlets ("Tier 1") are weighted more heavily than smaller, less prestigious outlets ("Tier 3") when calculating the total impact score.

Source: Cision media monitoring service.

HIGHLIGHTS OF NATIONAL COVERAGE

*The University of Virginia is frequently cited in national media.
The following represents a selection of national media coverage from September 2017.*

Shackled Legacy: Universities and the Slave Trade

APM Reports / Sept. 4

This radio documentary focuses on three universities – Harvard, Georgetown and the University of Virginia – as they grapple with a deeply troubling chapter in their vaunted histories. At the crux of the story is the question of how these institutions might make amends for the ways they participated in American slavery and the moral, political and practical issues undergirding that question. Includes President Teresa A. Sullivan and history professor Kirt von Daacke, co-chair of the President’s Commission on Slavery and the University.

Children Need Close Pals, Not Popularity

The Wall Street Journal / Sept. 15

“While teens who are less anxious and have higher self-esteem may find it easier to form strong friendships, the research finds that close, supportive friendships contribute to greater mental-health outcomes in the long term, no matter the baseline, says lead author Rachel Narr. Teens who have experienced good friendships gain the motivation and ability to build more supportive social networks in the future.”

UVA to host conference on battling opioid epidemic

The Washington Post / Sept. 25

Local and international experts will gather at the University of Virginia to share ideas on how to tackle the opioid epidemic.



FOIA TRACKING

FOIA REQUESTS

In the first quarter of FY18, University Communications received 98 FOIA requests and processed and closed 96 FOIA requests. University Communications received 24% more FOIA requests in FY18 compared to the first quarter of FY17.

